

ORDER



Orders
Order / Rev: 683984
Alt Order #: 06145440
Product Desc: ISSUE
Estimate: 1192
Flight Dates: 10/30/12 - 11/12/12
Original Date / Rev: 10/30/12 / 10/30/12
Order Type: Political

KARE

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Great American Media/ POL
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave. NW, Ste. 800
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Democratic Congressional Campaign
Demographic: A35+
Product Codes: IS-Candidate/US House
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	108	\$103,150.00	\$87,677.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	108	\$103,150.00	\$87,677.50	0.00
Totals	108	\$103,150.00	\$87,677.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KARE	25%	\$103,150.00
Market	100%	\$412,600.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KAWB	0%	\$0.00
KAWF	0%	\$0.00
KCCO	0%	\$0.00
KCCW	0%	\$0.00
KFTC	0%	\$0.00
KMSP	18%	\$74,268.00
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	1%	\$4,126.00
KSTP	16%	\$66,016.00
KTCA	0%	\$0.00
KTCI	0%	\$0.00
KWCM	0%	\$0.00
UNKWN	1%	\$4,126.00
WCCO	35%	\$144,410.00
WFTC	4%	\$16,504.00

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Advertiser: Democratic Congressional Campaign Co
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KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KARE	10/30/12	11/05/12	M-F 10-1035p KARE News 10p	CM	10-1035P	112-1--	:30	5	\$2,500.00	P-2	0.00	NM	5	\$12,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/30/12	11/05/12	112-1--		5			\$2,500.00			0.00			
2	KARE	10/30/12	11/05/12	Tonight Show Tonight Show	CM	1035pm-1135pm	11111--	:30	5	\$650.00	P-2	0.00	NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/30/12	11/05/12	11111--		5			\$650.00			0.00			
3	KARE	10/30/12	11/05/12	Days of Our Lives Days of Our Lives	CM	12-1p	-TWTF--	:30	3	\$275.00	P-2	0.00	NM	3	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/30/12	11/05/12	-TWTF--		3			\$275.00			0.00			
4	KARE	10/30/12	11/05/12	M-F 3-4p DR OZ	CM	3-4p	MTWTF--	:30	9	\$450.00	P-2	0.00	NM	9	\$4,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--		9			\$450.00			0.00			
5	KARE	10/30/12	11/12/12	M-F 4-430p KARE 11 4 News	CM	4-430P	-TWTF--	:30	3	\$300.00	P-2	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/30/12	11/05/12	-TWTF--		3			\$300.00			0.00			
		Week: 11/06/12	11/12/12	-----		0			\$0.00			0.00			
N 6	KARE	10/30/12	11/12/12	M-F 430-5p Jeopardy	CM	430-5P	11111--	:30	5	\$850.00	P-2	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/30/12	11/05/12	11111--		5			\$850.00			0.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
		3	KARE	10/30/12-11/05/12	M-F 430-5p	430-5P	MTWThF----	:30	(\$850.00)	0.00	NM				
					Credited										
		6	KARE	10/30/12-11/05/12	M-F 430-5p	430-5P	MTWThF----	:30	(\$850.00)	0.00	NM				
					Credited										
		11	KARE	10/30/12-11/05/12	M-F 430-5p	430-5P	MTWThF----	:30	(\$850.00)	0.00	NM				
					Credited										
		Week: 11/06/12	11/12/12	-----		0			\$0.00			0.00			
7	KARE	10/30/12	11/12/12	M-F 5-530p KARE 11 5 News	CM	5-530p	MTWTF--	:30	9	\$1,200.00	P-2	0.00	NM	9	\$10,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--		9			\$1,200.00			0.00			
		Week: 11/06/12	11/12/12	-----		0			\$0.00			0.00			
8	KARE	10/30/12	11/05/12	M-F 6-630p KARE 11 6 News	CM	6-630p	11111--	:30	5	\$1,200.00	P-2	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/30/12	11/05/12	11111--		5			\$1,200.00			0.00			
9	KARE	10/30/12	11/12/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	MTWTF--	:30	9	\$750.00	P-2	0.00	NM	9	\$6,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--		9			\$750.00			0.00			
		Week: 11/06/12	11/12/12	-----		0			\$0.00			0.00			
11	KARE	10/30/12	11/12/12	Today Show Today Show	CM	7-9a	MTWTF--	:30	9	\$750.00	P-2	0.00	NM	9	\$6,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--		9			\$750.00			0.00			
		Week: 11/06/12	11/12/12	-----		0			\$0.00			0.00			

COMMENTS APPLY TO SUB LINES A THRU B

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Advertiser: Democratic Congressional Campaign Co
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KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--		9				\$750.00		0.00			
Week:		11/06/12	11/12/12	-----		0				\$0.00		0.00			
12	KARE	10/30/12	11/05/12	M-F 9-10a TODAY	CM	9-10a	MTWTF--	:30	9	\$275.00	P-2	0.00	NM	9	\$2,475.00
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--		9				\$275.00		0.00			
13	KARE	11/05/12	11/05/12	Mon Prime Other VOICE	CM	Mon Prime Other (6:58 PM-9:00 PM)	M-----	:30	1	\$4,750.00	P-2	0.00	NM	1	\$4,750.00
VOICE-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----		1				\$4,750.00		0.00			
15	KARE	11/03/12	11/03/12	Saturday Night Live Saturday Night Live	CM	1030P-1202A	-----S-	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
SAT NITE LIVE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-		1				\$1,500.00		0.00			
16	KARE	11/03/12	11/03/12	Notre Dame Football Notre Dame Football	CM	Various (2:28 PM-6:00 PM)	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
ND FOOTBALL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-		1				\$500.00		0.00			
17	KARE	11/03/12	11/03/12	SAT TDY NBC Today Show (Sa)	CM	6-8a	-----S-	:30	3	\$250.00	P-2	0.00	NM	3	\$750.00
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-		3				\$250.00		0.00			
18	KARE	11/03/12	11/03/12	Sat 8-10a KARE 11 Saturday	CM	8-10a	-----S-	:30	6	\$700.00	P-2	0.00	NM	6	\$4,200.00
KARE11 NWS SAT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-		6				\$700.00		0.00			
20	KARE	11/04/12	11/04/12	Sun 5-530p KARE 11 5 News Su	CM	5-530P	-----S	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
KARE11WS-5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S		1				\$900.00		0.00			
21	KARE	11/04/12	11/04/12	NFL Regular Season Fo NFL Regular Season F	CM	Various (7:15 PM-10:30 PM)	-----S	:30	1	\$7,000.00	P-2	0.00	NM	1	\$7,000.00
NFL SUN FOOTBALL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S		1				\$7,000.00		0.00			
22	KARE	11/04/12	11/04/12	SUN TDY NBC Today Show (Su)	CM	8-9a	-----S	:30	3	\$300.00	P-2	0.00	NM	3	\$900.00
SUN TODAY-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S		3				\$300.00		0.00			
23	KARE	11/01/12	11/01/12	Thu Prime AWAKE	CM	Thu Prime (9:00 PM-10:00 PM)	---T---	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
AWAKE-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---		1				\$2,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	KARE	10/29/12-11/04/12		Thu Prime		Thu Prime	(9:00 PM-10:00 PM)---	Th-----	:30	\$2,000.00		0.00	NM		
24	KARE	10/31/12	10/31/12	Wed Prime ROCK CENTER	CM	Wed Prime (8:00 PM-9:00 PM)	--W----	:30	3	\$1,300.00	P-2	0.00	NM	2	\$2,600.00
ROCK CENTER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----		3				\$1,300.00		0.00			

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Advertiser: Democratic Congressional Campaign Co
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KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
24	KARE	10/31/12	10/31/12	Wed Prime ROCK CENTER	CM	Wed Prime (8:00 PM-9:00 PM)	--W----	:30	3	\$1,300.00	P-2	0.00	NM	2	\$2,600.00
ROCK CENTER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--W----	3		\$1,300.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KARE	10/29/12-11/04/12		Wed Prime		Wed Prime	(8:00 PM-9:00 PM) --W-----	:30		\$1,300.00		0.00	NM		
2	KARE	10/29/12-11/04/12		Wed Prime		Wed Prime	(8:00 PM-9:00 PM) --W-----	:30		\$1,300.00		0.00	NM		
3	KARE	10/29/12-11/04/12		Wed Prime		Wed Prime	(8:00 PM-9:00 PM) --W-----	:30		(\$1,300.00)		0.00	NM		
Credited															
25	KARE	11/06/12	11/06/12	M-F 4-430p KARE 11 4 News	CM	4-430P	-T-----	:30	3	\$300.00	P-2	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	-T-----	3		\$300.00		0.00						
26	KARE	11/06/12	11/06/12	M-F 430-5p Jeopardy	CM	430-5P	-T-----	:30	2	\$850.00	P-2	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	-T-----	2		\$850.00		0.00						
27	KARE	11/06/12	11/06/12	M-F 5-530p KARE 11 5 News	CM	5-530p	-T-----	:30	3	\$1,200.00	P-2	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	-T-----	3		\$1,200.00		0.00						
28	KARE	11/06/12	11/06/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	-T-----	:30	3	\$750.00	P-2	0.00	NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	-T-----	3		\$750.00		0.00						
29	KARE	11/06/12	11/06/12	Today Show Today Show	CM	7-9a	-T-----	:30	3	\$750.00	P-2	0.00	NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	-T-----	3		\$750.00		0.00						
30	KARE	11/04/12	11/04/12	Post NFL Late News Post NFL Late News	CM	1030-1105P	-----S	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S	1		\$2,500.00		0.00						
31	KARE	10/30/12	10/30/12	M-F 10-1035p KARE News 10p	CM	KARE News 10p	-T-----	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-T-----	1		\$3,500.00		0.00						
32	KARE	10/30/12	11/02/12	M-F 1130a-12p Jeopardy	CM	1130a-12p	-TWTF--	:30	2	\$750.00	P-2	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-TWTF--	2		\$750.00		0.00						
33	KARE	10/31/12	10/31/12	Wed Prime ANIMAL PRACT/GUYS	CM	Wed Prime (6:58 PM-8:00 PM)	--W----	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--W----	1		\$1,300.00		0.00						
N34	KARE	10/30/12	10/30/12	M-F 630-7p Entertainment Tonight	CM	630pm-7pm	-T-----	:30	1	\$2,550.00	P-2	0.00	NM	1	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-T-----	1		\$2,550.00		0.00						
													Totals	108	\$103,150.00